

AGN. NO. \_\_\_\_\_

MOTION BY SUPERVISOR DON KNABE

February 6, 2007

The Board of Supervisors has consistently supported and advocated for consumer rights in the marketplace and has been a vigorous proponent of consumer protection and consumer education.

Consumer fraud poses a significant threat to businesses, consumers and the economy. Fraudulent promotions seek to exploit people's financial fantasies, needs and general optimism. However, consumers can empower themselves by taking advantage of the wealth of information that can help them identify fraud.

This year's theme for National Consumer Protection Week is "Read Up and Reach Out. Be an Informed Consumer," which encourages consumers across the nation to take advantage of the information that can enhance confidence in the market place. Informed consumers know where to go for information about their rights, and how and where to complain. Therefore, education is the best safeguard against consumer fraud.

I, THEREFORE, MOVE that the Board of Supervisors declare the period of February 4 through February 10, 2007, as National Consumer Protection Week in Los Angeles County and encourage all citizens to educate themselves against consumer fraud.

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MOTION

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BURKE	_____
KNABE	_____
ANTONOVICH	_____
YAROSLAVSKY	_____